DOCUMENT RESUME

ED 188 199 CS 205 625

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TITLE News Flow between the Americas.
PUB DATE May 80
NOTE 44p.; Paper presented at the Annual Meeting of the International Communication Association (Acapulco, Mexico, May 18-23, 1980).

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Content Analysis; *Cultural Images; Developing Nations; Foreign Countries; *Journalism; *Mass Media; *Media Research; *Newspapers; *News Reporting
IDENTIFIERS *Latin America

ABSTRACT

As part of an international study of world news flow undertaken by the International Association for Mass Communication Research, a content analysis was conducted of foreign news stories in the largest circulation newspapers in Mexico, Brazil, and Argentina, as well as in six papers in the United States, and of material from the files of "Agence France-Presse," Reuters, United Press International, and the Associated Press. Each foreign story for a two-week period was identified, measured on a scale of standardized column-centimeters, and categorized according to source, locale, nations involved, and content. The results revealed the following: (1) Latin American news did not get sustained attention in the United States press; (2) United States newspapers did not concentrate solely on "bad" news in their coverage of Latin America; (3) the Latin American newspapers contained more foreign news coverage than did other news sources investigated; (4) the content of foreign news in the Latin American press was similar to that in the United States press; (5) the news agencies' service to Latin America included more news on that region than another areas; (6) the topics represented in that service was similar to those of both the U. S. and Latin American press; and (7) the use of news agencies' material by local editors is an important consideration in the debate on world news flow. (FI)

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News Flow Between the Americas

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Presented to the Mass Communication Division, International Communication Association, meeting in Acapulco, Mexico, May, 1980.

News Flow Between the Americas

Introduction

Two points can be used to illustrate the issue this paper addresses. In 1971, the Associated Press estimated that every day outside of the United States AP news is read or seen on television or heard on radio by one billion people. The AP claims to be the largest news-gathering organization in the world. In 1975, Visnews, a consortium owned largely by Reuters and the BBC which is the leading supplier of news film, reported that Visnews film appeared on virtually 99 percent of the world's television screens. (14)

The dominance of Western -- and particularly Anglo-American -- news organizations in the international flow of news is at the center of the world-wide debate over what has come to be known as the new world information order. Although the debate includes questions of Western domination of popular culture and information technology as well, the heart of the question is the international flow of news.

Information Order Debate

The complaints by many Third World countries are directed toward two areas of imbalance in news flow. On one hand, it is asserted that Western media, particularly the international wire services but also the major domestic media whose influence extends beyond the national borders, largely ignore the Third World, devote their meager coverage of this two-thirds of humanity largely to "bad" news like natural disasters, violence and social unrest

while largely ignoring the positive accomplishments in political, economic and social development, and most damning of all, see the Third World from the alien perspective of Western values. This distorted view of the Third World, it is argued, is transmitted to audiences in the West and in other Third World countries which must rely on the Western news agencies for their international news. (1, 5, 9)

The second complaint follows from the last point. Some Third World countries argue that Western news agencies and other supplementary services provide them with too much coverage of the West, too little information about their own regions and other parts of the Third World, that the information is inappropriate to Third World needs and is filtered through the distorting lens of Western cultural, political and social values. (5, 6, 8, 11)

Even if one is not willing to accept the sometimes exaggerated claims about the dominance of Western news media and news values, it is certainly clear that the four Western news services -- AP, UPI, Reuters and Agence France-Presse -- and their broadcast counterparts -- particularly Visnews and UPITN, owned by UPI and British Independent Television News with contract arrangements with NBC in the United States and NHK, the Japanese Broadcasting Corporation -- and the Western media of world stature -- like the BBC and the Times of London (when it is publishing), the New York Times, Washington Post, the commercial American TV networks and news magazines -- all exert a powerful influence in the world of world news. When the New York Times correspondent was expelled from Iran, a fellow Western reporter was asked if the Times reporting had been

unusually critical. His reply was no, but that the new Iranian government was simply aware of the influence of the Times. (2) In such circumstances, coverage in the Times may be considered as important as diplomatic communication.

Western Dominance

Many explanations have been offered to account for the remarkable influence of Western media and news agencies. From them, three general arguments can be defined.

Cultural Imperialism. The cultural imperialism argument is largely identified with Herbert Schiller of the University of California at San Diego although others, particularly in Eastern Europe, have worked with him to develop the thesis. (12, 10) From a Marxist perspective, Schiller and his associates argue that the dominance of mass media, culture and information systems is in fact a new form of colonialism, replacing classical 19th century European imperialism and post-war American political and military hegemony but similar in intent: to maintain exploitive control over the Third World, forcing Third World audiences to accept Western media and Western values, often against their will. Such a radical view usually calls for radical solutions to liberate the media. The Western notion of the free flow of information is replaced with the concept of cultural sovereignty, which calls for the mass media to be placed at the service of the state and asserts that nations are responsible for determining what information comes into the country -- including that directed at the country by foreign broadcasters -- and for determining what information about the country is disseminated

abroad.

System Characteristics. A more moderate view is offered by a British sociologist, Jeremy Tunstall, who argues that three characteristics of modern media systems are largely responsible for the dominance of the West. In a book called The Media Are American, Tunstall says that modern media are closely linked to politics, business and technology. (14) He points out that even in Third World countries where Western liberal democracy has not fared well and is now often rejected as inappropriate, the symbiotic relationship between politics and mass media is maintained and that in dealing with the West, Third World countries recognize that coverage on the BBC or in the New York Times can be as important as the diplomatic cable traffic to Whitehall or Foggy Bottom.

Because so much of the news as well as pop culture is a commercial product in the West, it is packaged and marketed with the same skill and zeal as any other consumer-oriented product. And if there is one thing that American business does well, it is selling. When news products or entertainment products, both with a high quotient of audience appeal identified by market research and developed and marketed by an efficient and aggressive business conglomerate, it is not surprising that they show up in just about all parts of the world.

Finally, as Tunstall points out, to speak of modern media is to speak of high technology electronics, computers and satellites. And in these areas, innovation comes almost entirely from the industrialized West and Japan.

News Definition. An argument, sometimes not popular in the

Third World, says that the dominance of Western news in the world is at least partly the result of the widely acceptable style and definition of "news" in the West. Donald Shaw traced the rise of modern Western-style "objectivity" along with the development of the telegraph news agency in the latter part of the 19th century. (13) He showed that the only way the new news agencies could sell to partisan newspapers of widely differing political views was to emphasize speed, presentation of facts without elaborate interpretation and more or less equal attention to different points of view. While such "objective" style often lacks coherence and perspective, it is widely acceptable.

A few years ago, the publisher of the International Herald Tribune, the remarkable American newspaper published in Paris, noted that half of the paper's readers were Europeans, not American tourists, students or businessmen. He said that more and more European readers were attracted to the Trib's news style which emphasized brevity and impartiality and to the paper's content which was largely gleaned from the columns of two of its current owners, the New York Times and Washington Post. (4)

Another example of the widespread acceptability of Western-style news reporting is a recent study of the Yugoslav press done for the United States International Communication Agency by Lee Becker and Paul Underwood. ( ) They found that coverage of foreign news outside the Soviet bloc came largely from the Western news agencies and further, that the Yugoslav papers printed it pretty much as it came from the wires. In geographic emphasis as well as topic and tone, the view of the world in Yugoslav newspapers was

largely that of the Western wire services. These examples show how palatable -- and marketable -- Western news is to widely differing audiences and media systems, a fact that must be taken into account when discussing its world-wide prominence.

UNESCO Debate

The international debate on the new world information order has centered on UNESCO where it has been presented as an extension of the proclamation on the new economic order approved in 1974. Three UNESCO General Assemblies have discussed the issue, although the 1978 General Assembly in Paris was the first to reach a compromise consensus. It certainly will be a major issue at the 1980 assembly in Belgrade.

Our research project has close links to the UNESCO debate and is, in fact, a product of the 1976 General Assembly in Nairobi.

IAMCR Project

After the Nairobi General Assembly, UNESCO requested the International Association for Mass Communication Research (IAMCR), an organization of about 1,000 communication researchers in more than 80 countries, most of whom are affiliated with academic institutions, to undertake a study of the national images presented in the media of different countries. Although the request referred to "national images," the concern was really for data which addressed the issues in the information order debate. Solid data about the quantity and quality of news flow around the world were at best outdated and in many cases non-existent.

Unfortunately, academic researchers are no better geared for fast action than diplomats, so it was not until after the 1978 IAMCR congress in Warsaw that details of the project were developed in some detail. IAMCR President James Halloran, head of the Mass Communication Research Center at the University of Leicester, a distinguished scholar and tireless world traveler promoting cooperation among communication researchers, and colleagues from Leicester and the Continent designed a content analysis project which attempted to address the major issues in the information order debate. He invited all IAMCR members to participate in the project but could not offer financial support because UNESCO did not provide funds to underwrite it.

We were asked by Halloran to assume responsibility for the United States part of the project. It seemed to us that the list of participants, while representing most of the world to some degree, underrepresented the Third World, especially Africa and Latin America. We felt that the project would be more valuable if the sample of nations could be larger and more diverse. Accordingly, we proposed an expansion of the project to the United States International Communication Agency (USICA) and requested the agency's help in getting the requisite newspapers and broadcast tapes and in underwriting the cost of this significant additional analysis.

In addition, we contacted the major wire services (the four Western agencies plus TASS and the Non-Aligned News Agencies pool) requesting their cooperation because so much of the international debate concerns their coverage of and service to the

Third World. The four Western agencies responded by providing us with files of their major international regional services for part of the period covered by the IAMCR project.

The design of the content analysis project -- which was handled entirely by the Leicester team -- called for an examination of the equivalent of a two-week period in the spring of 1979. One week was a"constructed" week, formed by taking one day every two weeks from April 2 to June 16. The other week was a continuous week, running from April 23 to April 29. Two decisions had some immediate bearing on the United States part of the project. One was to include the largest-circulation newspaper in the country -- the New York Daily News -- even though it was part of the popular press rather than the influential elite press as it is in most countries. The other was to use a six-day week, excluding Sundays. We opted to add two Sundays to our sample of American newspapers on the basis that a high percentage of the total news is contained in the week's special Sunday edition.

Foreign news was broadly defined to include domestic events that significantly touched on world affairs. So, for example, a passing reference to Helen Reddy's birthplace in Australia in a review would not qualify the story as foreign news, but a congressional debate on some aspect of United States foreign policy would be included, even though it occurred entirely within the United States. Each foreign story was identified, measured on a scale of standardized column-centimeters, and categorized according to source, locale, nations involved and content. The categorization is complex and detailed -- each story is reduced (if that is the word) to a full 80-column computer card, and that format is a condensation

of the original two-card format proposed by the Leicester team.

The coding was done mainly by foreign students although several Americans with strong language skills also worked on the project. All coders were trained with English-language material, tested for reliability, then allowed to begin working in their own language. None of the material was translated. In all, about 20 individuals have been involved in the project so far, coding, keypunching, transferring video tapes from one format to another, and handling the computer programming and analysis.

Coder reliability is always a problem but especially so when working in different languages with a design that requires coders to determine how many topics, themes, etc. are present as well as what categories they contain. We focused our coder reliability tests on three or four of the most specific and most difficult decisions. For these, reliability was relatively low -- about 70% on the average -- but we could find no differences between American and foreign coders, between countries, and indeed, intra-coder reliability was low as well. Overall, and especially for the broad categories which are used in the analysis in this paper, we are confident that reliability is adequate.

Media Sample

No criteria were established for the number of media in each country or for what media beyond the qualification that the largest-circulation paper should be used if possible. With the help of USICA, the following papers and broadcast newscasts were selected:

Argentina: Clarin, La Opinion, Cronica and the Buenos Aires

Herald along with TV-Channel 11, Telenoche (Channel 13) and Radio Rivadivia.

Brazil: O Estado de Sao Paulo, Jornal do Brasil, Folha de Sao Paulo and Correio Brasiliense. The USICA post did not provide broadcast tapes from Brazil.

Mexico: El Universal, Excelsior, Novedades and El Heraldo with tapes for 24 Horas and Sieta Dias.

United States: New York Daily News, New York Times, Washington Post, Los Angeles Times, Minneapolis Tribune, Charlotte (N.C.) Observer and CBS Evening News.

In general, the media were selected to provide regional diversity and some representation of both elite and popular press.

The coding of Latin American papers turned out to be a special problem because of the quantity of foreign news involved. We hoped originally to include all four papers in each country, although to date we have been able to reach only part of that goal. The Latin American media included in this report are El Universal and Excelsior in Mexico, Jornal do Brasil and O Estado de Sao Paulo in Brazil and Clarin, La Opinion and Cronica in Argentina. For the sake of simplicity, we have included only the newspapers in this analysis.

We also have for the continuous week in April the Latin American files of Agence France-Presse, Reuters and United Press International. The Associated Press has no single regional file but rather transmits a unique file to each overseas bureau although, of course, there is considerable overlap in the material sent to bureaus in the same area. We include the material received by the AP bureaus in Mexico City, Buenos Aires and Rio.

Results

We can examine only part of this rich data base in any one paper, and in doing so, of course, some of the more interesting details and specific characteristics of national media are lost. However, even at a broad summary level, some of the more important questions raised in the international news flow debate can be addressed.

Table 1 shows the attention paid to the various parts of the world in the media of the United States, the three Latin American countries and in the Latin American services of the four Western wire services. It is important to remember that all foreign stories could be multi-coded; a story on the Carter-Brezhnev summit meeting in Vienna, for example, would be coded as mentioning North America, Eastern Europe/USSR and probably Western Europe as well. As a result, the total for each country's media is more than 100%. In most cases, the total is nearly 200%, indicating that, on the average, each story deals with about two distinct parts of the world.

In Figures 1 through 5, we have shown the world with the size of each geographic area or continent representing, in rough scale, the amount of attention paid to it in each nation's media. If a country's media gave equal attention to each of the eight areas (including one marked general which includes the activities of international bodies like the United Nations and stories that deal with the world as a whole), then its media map would approximate the familiar Mercator projection. That projection, of course, distorts the far north so that Greenland, Iceland and the northern

part of Canada are "stretched" larger than they appear on a globe.

Tables 2 through 6 show how the foreign news coverage of these various areas is broken down by topic category. These categories, too, represent broad summaries of finer categories and, like the geographic references, are multi-coded. The combination of the items, however, does tell us what parts of the world these various Western hemispheric media pay attention to and what they say about them.

Finally, in Charts 1 and 2, we compare the "menu" of foreign news offered to the Latin American media by the four Western wire services and the "diet" of foreign coverage, both geographic and topic distribution, selected by those media. Because we do not have an equivalent "menu" of foreign news made available to our sample of United States media, we cannot relate foreign news selection to foreign news availability.

We will discuss the findings for the United States media, Latin American media and wire service coverage in terms of the issues raised in the information order debate.

United States Media

1. James Reston once remarked that Americans would do anything for Latin America except read about it. It is questionable today how much the American public would be willing to do for Latin America now, but reading about it would be difficult. Previous research has shown that Latin America gets little attention in the North American press (6), and the figures here are evidence of little improvement. In fairness, it should be noted that a modest

improvement might have been noted if our sample had included some of the major papers with special interest in Latin America (such as those in Miami, Dallas, Houston or San Diego) or if our sample week had coincided with some major news event in Latin America, such as the Panama Canal transfer, meeting of the non-aligned nations in Cuba or even the oil blowout in the Gulf of Mexico. The media, as Walter Lippmann once observed, are like a restless searchlight, moving from one object to another, putting each under temporary scrutiny but providing little sustained illumination of any one part of the world. Latin America, as represented in this sample of United States papers, still gets in the spotlight occasionally but does not get sustained attention.

2. Foreign coverage in the United States press and in in its coverage of Latin America in particular does not, as has often been alleged, concentrate on "bad news." Most of the material deals with international politics, domestic affairs, economics and to a surprising degree to news of education, science and culture. Economics and education-science-culture, in fact, get especially heavy attention in North American coverage of Latin America. There is little attention to accidents and disasters in the media of any country and what small coverage there is is generally distributed evenly among various parts of the world, not focused on the Third World.

Latin American Media

1. The Latin American papers contained more foreign coverage than any other national press we examined in this study. The two

Mexican papers printed, in some cases, more than 150 international stories per day. Their attention was focused in large part on Latin America itself, more news content mentioning that area than any other. North America and Western Europe also were heavily covered, more than they would have been on the basis of an even distribution of news among all parts of the world. Other parts of the Third World -- Africa, the Middle East and Asia -- and Eastern Europe were poorly represented. This pattern is one we observed in our analysis of the media of all 15 countries in all parts of the world: most attention was paid to the immediate geographic region; North America and Western Europe received less though substantial coverage while other parts of the world were poorly represented. In general, we find no evidence to support the claim that papers pay little attention to their own regions but we do find evidence that news flow from one part of the Third World to another is weak.

2. The content of foreign news in the Latin American press is similar to that of the North American press -- and indeed similar to that of other countries as well. Traditional hard news topics like international affairs, domestic politics and economics receive the bulk of attention and even news dealing with education, science and culture gets more coverage than we might have expected. Disasters and accidents account for very little foreign news coverage, and even human interest stories -- bizarre happenings, show business personalities and the like -- take up very little of the space devoted to foreign news. In fact, human interest material and accident and disaster coverage make up a higher proportion of

Latin American coverage of North America than vice versa.

News Agency Coverage

1. The Western news agencies' service to Latin America includes more news of Latin America than of any other area -- slightly more than half of all copy deals in some way with Latin America. North America and Western Europe are also heavily represented, while news of Eastern Europe and other parts of the Third World is scant.

2. The topics represented in the news agencies' service is also similar to that of both the North and Latin American media. Serious news of international relations, domestic politics and economics is heavily represented, while topics like human interest and accidents-disasters make up very little of the wire service files. News about education, science and culture is poorly represented in comparison to the amount of these topics actually printed in the press of both continents.

3. An important consideration of the debate on world news flow is what use local editors make of the foreign news supplied to them. We do not have files of wire service news available to North American editors, but we can compare the "menu" of foreign news available to Latin American editors with the "diet" they select. When compared to the proportion of material made available to them by the Western wire services, Latin American editors in two of the three countries under-select regional material while one over-selects Latin American news. All three over-select material about North America and Western Europe. Material from other parts of the world is selected in about the proportion it is made available, although

news from Eastern Europe is slightly over-selected. A similar comparison can be made of various topics in foreign news. The serious news topics of international affairs, domestic politics and economics are, on the whole, slightly under-selected by Latin American editors, while sports, human interest and especially news of education, science and culture are over-selected.

Conclusions

The issues in the important debate about international news are complex, and it is too simple to say that the evidence here supports Third World complaints or does not support them. In general, we have found that problems of Third World journalism are really problems of journalism: there is in the North American press too much coverage of North America and Western Europe and too little coverage of Latin America and other parts of the Third World; North American papers take a narrow view of what is news and who is newsworthy. However, the same complaints can be raised against the Latin American papers: they, too, devote much of their coverage to Latin America, North America and Western Europe and too little to Africa, Asia, the Middle East and Eastern Europe; they, too, devote most of their foreign news coverage to international affairs, politics and economics and too little to the day-to-day lives of ordinary people in different parts of the world.

But we also find in the media of both Americas and the wire services that link them improvements over similar studies a decade ago: there is little attention to accidents and disasters, little attention to the bizarre and frivolous events and people that may

divert and amuse but do little to help people in one part of the world understand and appreciate people in the other. Foreign news coverage in the western hemisphere -- and probably most other parts of the world as well -- is probably better than most press critics think it is, but not as good as most journalists claim it is. There is still room for improvement, for expanding the definition of what is news and who is newsworthy, for equalizing the coverage between North and South and East and West and for broadening coverage so that more of the rich and varied mosaic of human existence around the world is made real and comprehensible to the millions of people who depend on the mass media to provide their eyes and ears to the world.

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TABLE 1

PROPORTION OF FOREIGN NEWS MENTIONING VARIOUS PARTS OF THE WORLD

	MEXICO N=110,242**	ARGENTINA N=89,400	BRAZIL N=64,341	UNITED STATES N=43,902***	WIRE SERVICES N=34,734
OWN COUNTRY	23%	42%	37%	55%	
UNITED STATES	35%	34%	37%	55	29%
NORTH AMERICA	36%*	34%	38%	57%	29%
LATIN AMERICA	41	57	46	8	52%
AFRICA	12	5	5	11	7%
MIDDLE EAST/EGYPT	10	11	11	21	11%
ASIA	7	7	7	22	7%
WESTERN EUROPE	28	44	45	26	25%
EASTERN EUROPE/USSR	8	13	13	17	7%
WORLD IN GENERAL	34	25	22	21	21%
TOTAL	176%	196%	187%	183%	159%

*NEWS STORIES MULTI-CODED AS APPROPRIATE.

**TOTAL COLUMN-CENTIMETERS OF FOREIGN NEWS OVER TWO-WEEK PERIOD; NUMBER OF PAPERS VARIES.

***PARTIAL DATA.

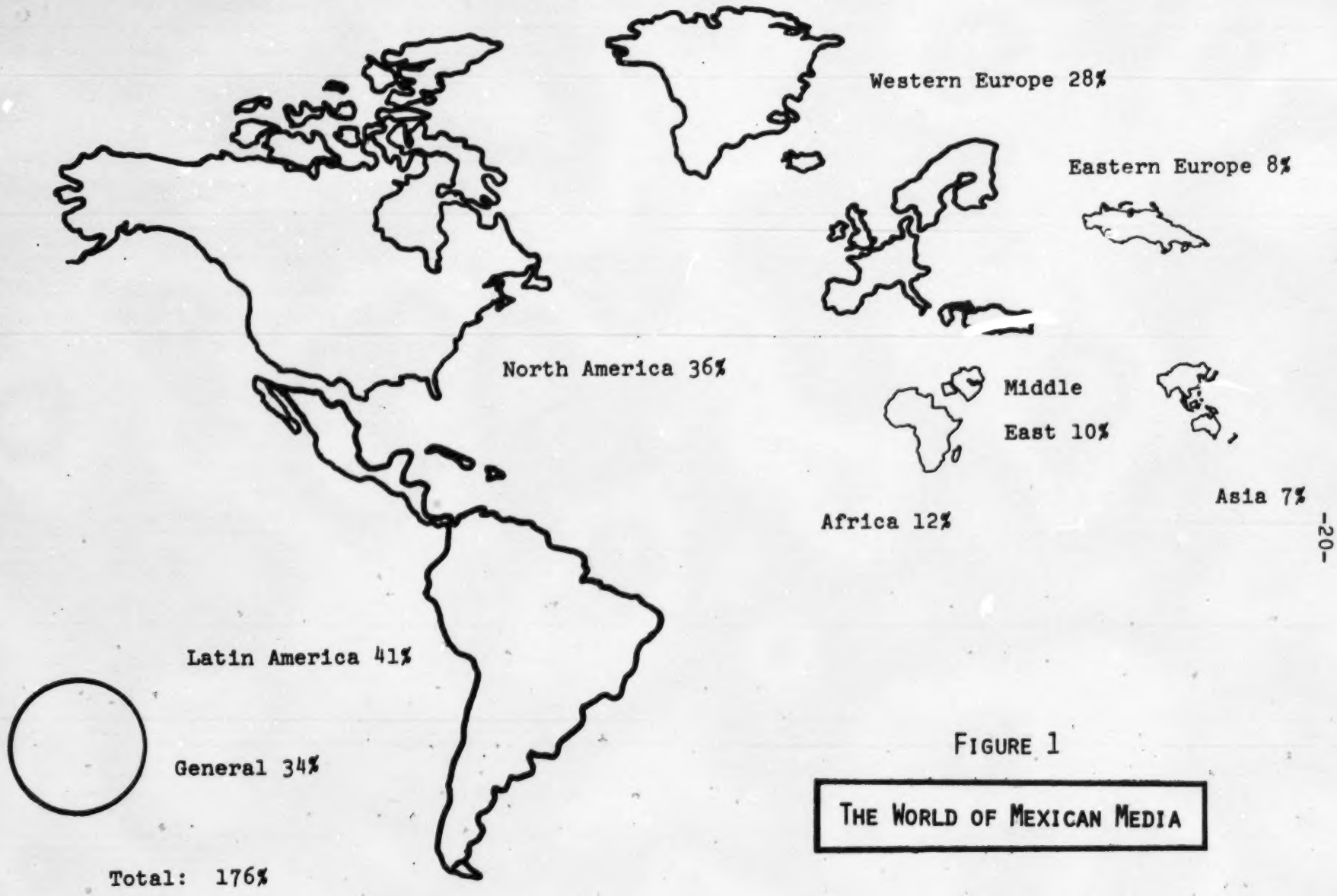


FIGURE 1

THE WORLD OF MEXICAN MEDIA

FIGURE 2

THE WORLD OF ARGENTINIAN MEDIA

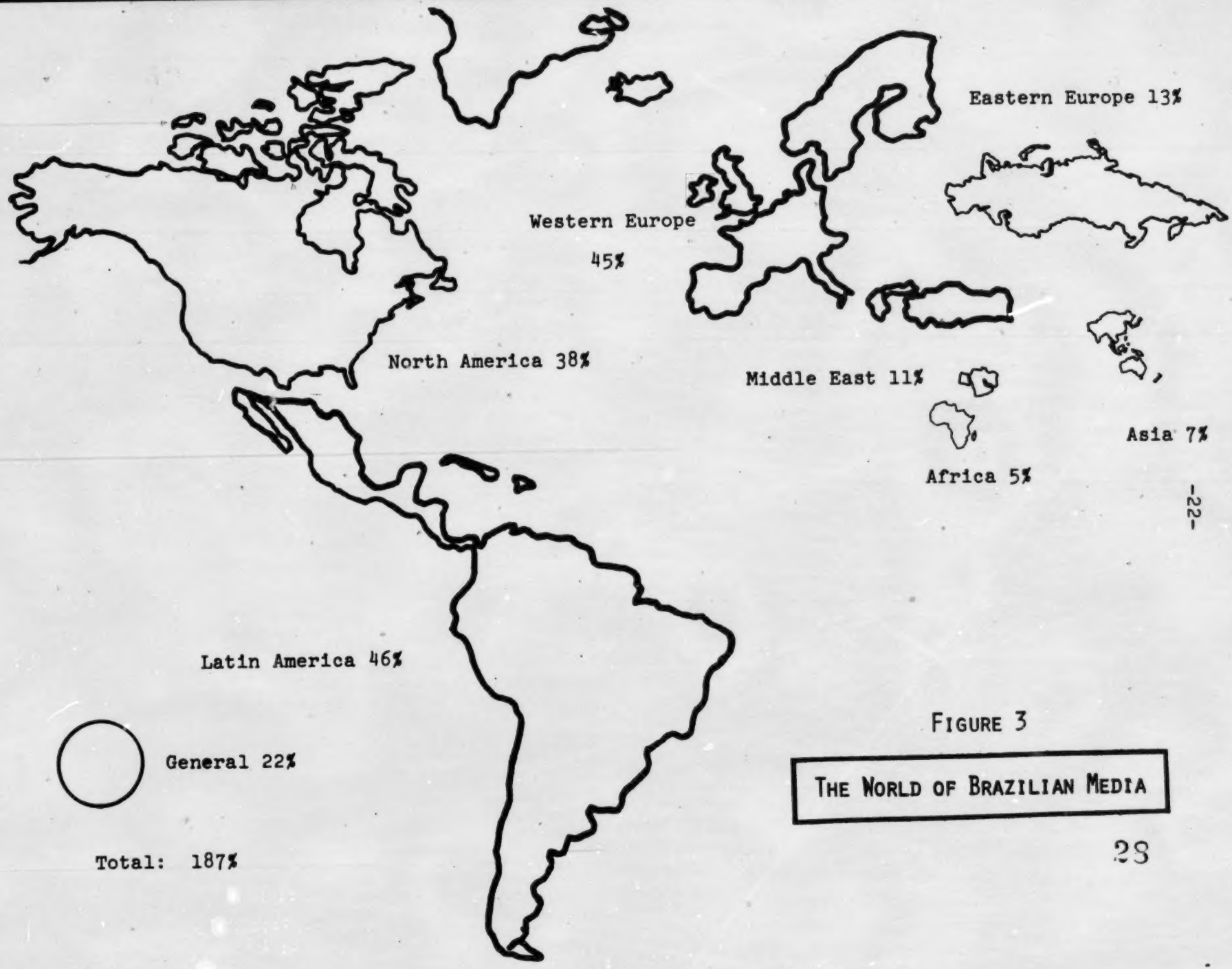


FIGURE 3

THE WORLD OF BRAZILIAN MEDIA

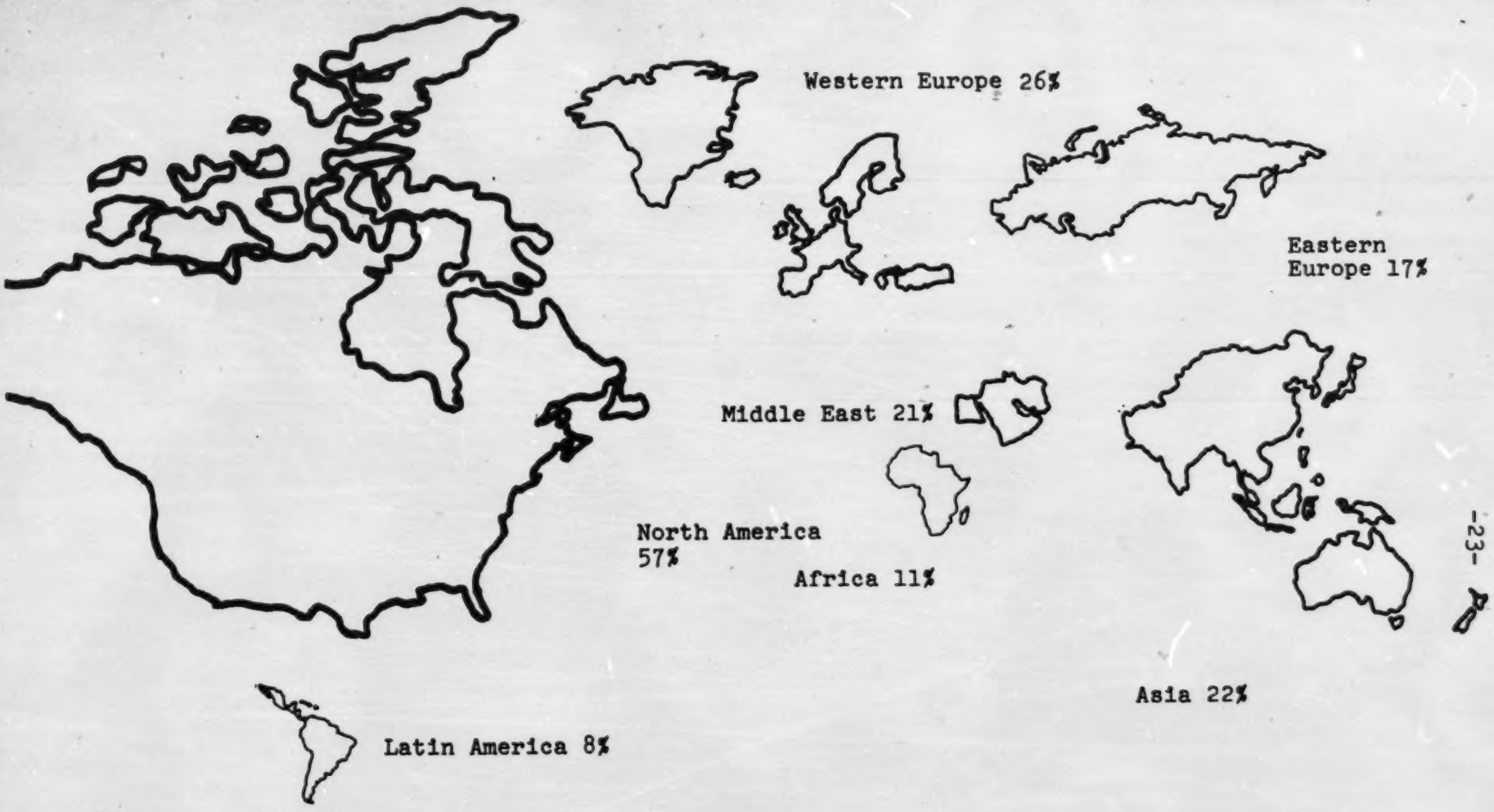


FIGURE 4

THE WORLD OF AMERICAN MEDIA

Total: 183%

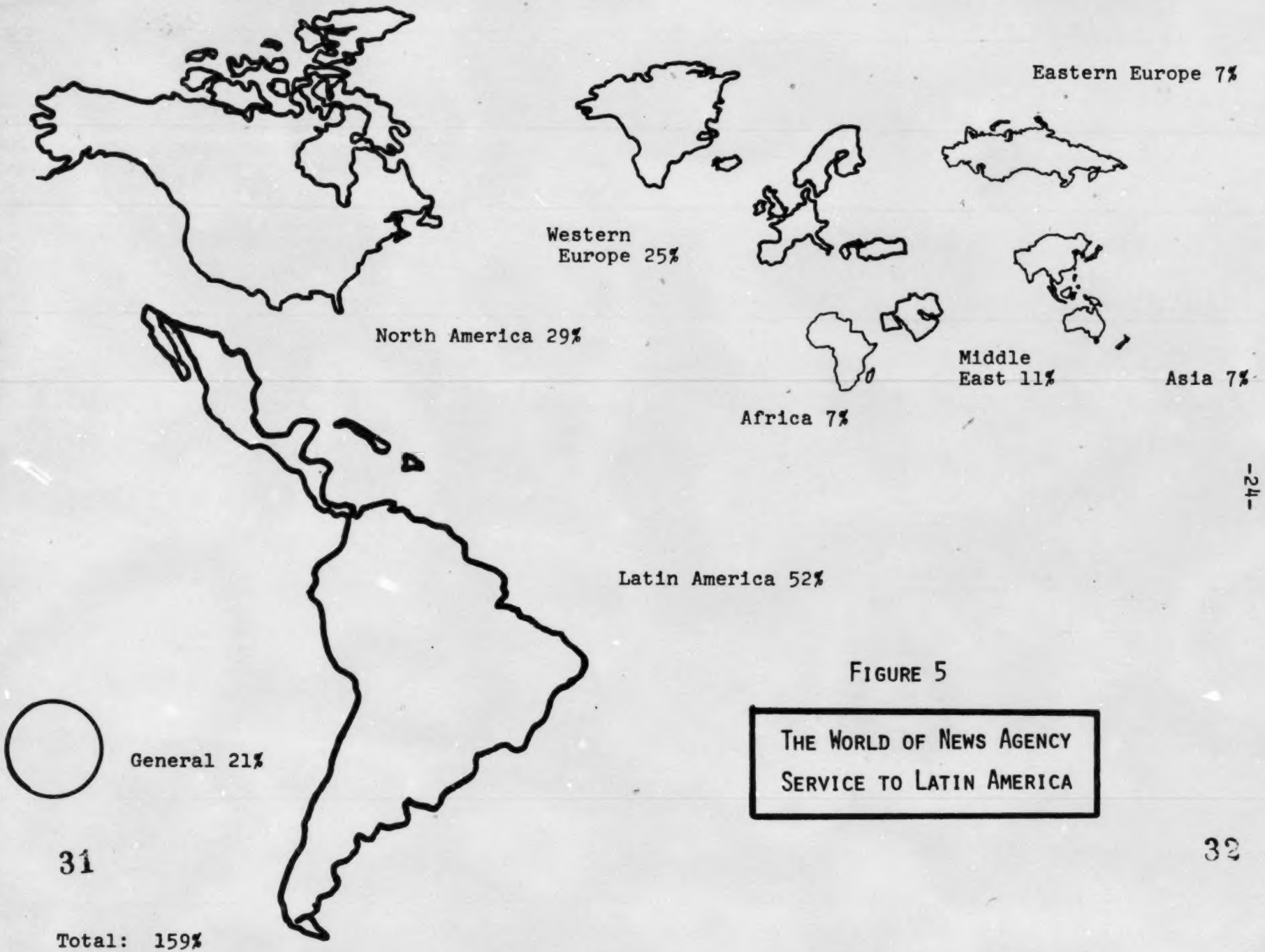


FIGURE 5

THE WORLD OF NEWS AGENCY SERVICE TO LATIN AMERICA

TABLE 2

FOREIGN COVERAGE OF MEXICAN MEDIA

TOPIC	TOTAL	NORTH AMERICA	LATIN AMERICA	AFRICA	MIDDLE EAST	ASIA	WESTERN EUROPE	EASTERN EUROPE	WORLD IN GENERAL
INTERNATIONAL POLITICS	21%	21%	25%	16%	54%	35%	16%	28%	21%
DOMESTIC POLITICS	25	17	31	23	44	27	27	42	24
MILITARY, DEFENSE	11	7	8	18	41	22	6	15	10
ECONOMICS	30	29	28	7	21	23	25	8	30
INTERNATIONAL AID	2	2	2	2	2	3	1	6	2
SOCIAL PROBLEMS	1	3	8	1	1	1	9	25	10
CRIME, JUSTICE	7	9	7	5	9	8	6	4	4
EDUCATION, SCIENCE, CULTURE	28	28	33	8	29	35	48	48	41
SPORTS	23	20	24	62	4	15	14	23	20
HUMAN INTEREST	21	31	18	5	7	22	27	21	0
ACCIDENT, DISASTER	2	4	1	0	1	1	1	2	2
OTHER	4	4	9	2	6	3	14	29	12
TOTAL	175	155	194	149	220	195	174	251	176

-34-

-25-

TABLE 3

FOREIGN COVERAGE OF ARGENTINIAN MEDIA

TOPIC	TOTAL	NORTH AMERICA	LATIN AMERICA	AFRICA	MIDDLE EAST	ASIA	WESTERN EUROPE	EASTERN EUROPE	WORLD IN GENERAL
INTERNATIONAL POLITICS	19%	18%	17%	30%	47%	28%	13%	26%	18%
DOMESTIC POLITICS	22	19	17	47	53	20	12	12	12
MILITARY, DEFENSE	15	11	10	31	47	15	10	19	8
ECONOMICS	23	26	25	22	20	35	15	13	34
INTERNATIONAL AID	3	3	3	8	8	2	1	3	4
SOCIAL PROBLEMS	4	5	4	0	1	11	4	2	5
CRIME, JUSTICE	13	12	10	26	27	7	8	8	6
EDUCATION, SCIENCE, CULTURE	19	20	18	13	13	25	28	23	24
SPORTS	26	21	38	22	1	14	28	42	24
HUMAN INTEREST	19	29	13	9	8	17	29	15	20
ACCIDENT, DISASTER	3	4	2	1	0	2	1	3	2
OTHER	6	6	5	3	5	10	9	2	4
TOTAL	172	174	162	212	230	186	158	168	161

TABLE 4
FOREIGN COVERAGE OF BRAZILIAN MEDIA

TOPIC	TOTAL	NORTH AMERICA	LATIN AMERICA	AFRICA	MIDDLE EAST	ASIA	WESTERN EUROPE	EASTERN EUROPE	WORLD IN GENERAL
INTERNATIONAL POLITICS	16%	16%	12%	41%	38%	28%	13%	41%	17%
DOMESTIC POLITICS	37	28	27	76	67	44	35	55	31
MILITARY, DEFENSE	13	13	5	20	48	25	7	31	12
ECONOMICS	26	27	35	32	23	24	28	19	37
INTERNATIONAL AID	1	2	2	6	2	0	0	1	2
SOCIAL PROBLEMS	5	6	4	6	0	11	6	2	8
CRIME, JUSTICE	11	11	7	7	28	12	10	15	10
EDUCATION, SCIENCE, CULTURE	30	33	30	3	5	12	43	21	34
SPORTS	14	19	25	9	0	19	8	10	13
HUMAN INTEREST	16	20	15	13	8	6	19	8	23
ACCIDENT, DISASTER	2	4	3	2	0	2	1	5	3
OTHER	1	1	0	2	0	1	0	1	0
TOTAL	177	180	165	217	219	184	180	209	184

Foreign Coverage in American Media

Topic	Total	North America	Latin America	Africa	Middle East	Asia	Western Europe	Eastern Europe	World in General
International politics	30%	36%	21%	43%	44%	24%	13%	59%	34%
Domestic politics	32	22	22	77	38	13	34	15	23
Military, defense	25	23	9	31	49	22	8	39	24
Economics	26	27	42	18	12	40	33	12	23
International aid	5	5	3	10	8	5	3	7	9
Social problems	6	7	14	2	4	10	6	3	2
Crime, justice	24	23	20	33	33	18	16	30	23
Education, science, culture	26	28	32	6	21	40	31	25	30
Sports	7	11	6	1	1	6	8	9	15
Human interest	19	22	18	9	11	18	32	12	8
Accident, disaster	2	1	2	1	1	2	1	4	4
Other	2	3	0	1	2	2	0	3	1
Total	204	208	189	232	224	200	185	218	196

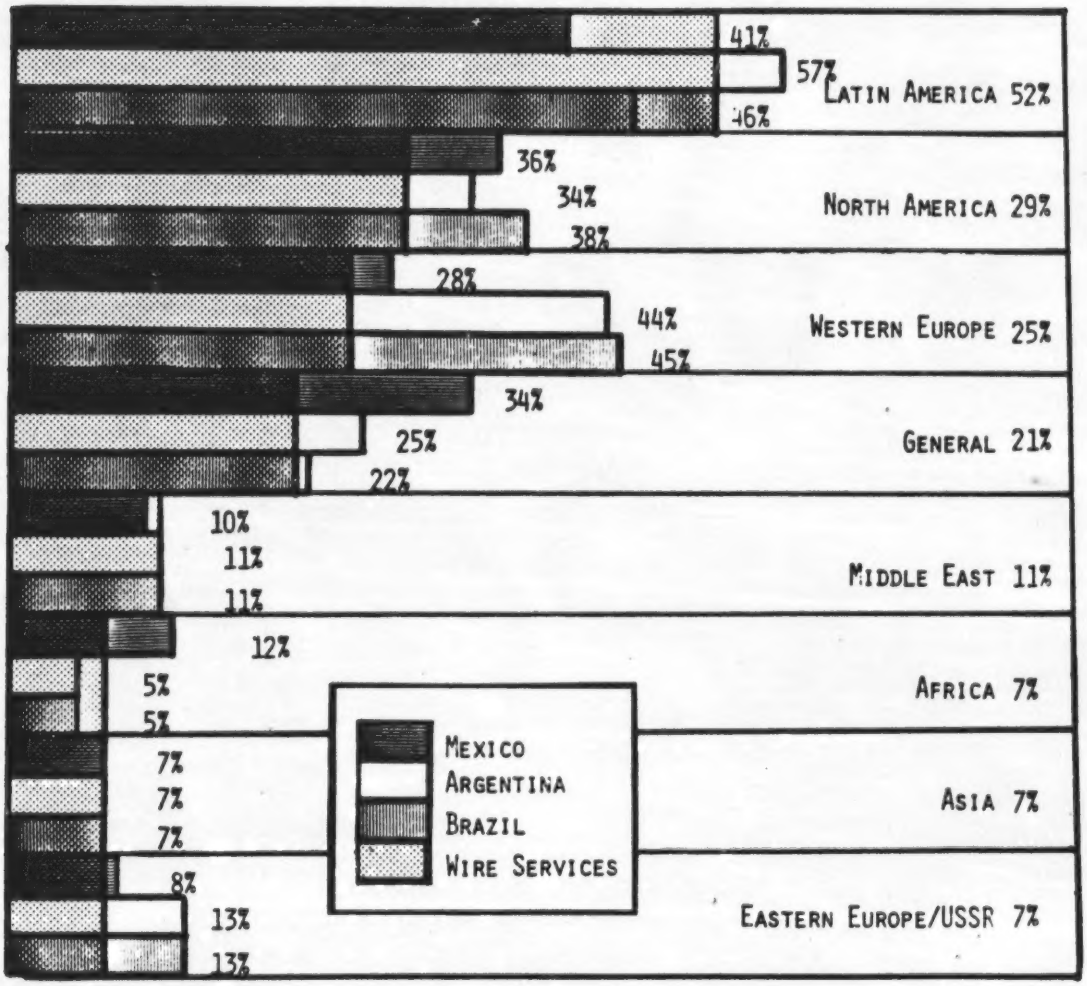
TABLE 6

COVERAGE OF WIRE SERVICE FILES TO LATIN AMERICA

TOPIC	TOTAL	NORTH AMERICA	LATIN AMERICA	AFRICA	MIDDLE EAST	ASIA	WESTERN EUROPE	EASTERN EUROPE	WORLD IN GENERAL
INTERNATIONAL POLITICS	24%	21%	22%	47%	52%	45%	25%	43%	35%
DOMESTIC POLITICS	28	19	27	56	39	33	19	14	20
MILITARY, DEFENSE	15	9	9	30	59	25	9	20	11
ECONOMICS	31	37	39	24	8	23	31	13	39
INTERNATIONAL AID	5	5	4	16	15	17	4	10	9
SOCIAL PROBLEMS	3	2	5	3	0	4	3	2	7
CRIME, JUSTICE	13	9	11	19	26	9	9	11	6
EDUCATION, SCIENCE, CULTURE	10%	10	10	3	2	6	17	13	12
SPORTS	22	28	26	10	2	22	27	33	23
HUMAN INTEREST	4	5	2	1	1	4	9	0	4
ACCIDENT, DISASTER	5	5	6	2	1	4	2	3	2
OTHER	7	7	8	5	3	9	6	10	9
TOTAL	167%	157%	169%	216%	208%	201%	161%	172%	177%

CHART 1

THE "MENU" AND "DIET" OF FOREIGN COVERAGE IN LATIN AMERICAN PRESS



A note on interpretation: Charts 1 and 2 show the "menu" of foreign news provided by the four Western news agencies to Latin America and the "diet" of foreign news selected by the sample of papers in each of the three Latin American countries. For example, in Chart 1, 52% of all news to Latin America from the news agencies made some reference to Latin America. The press of Mexico referred to Latin America in 41% of its foreign coverage; the press of Argentina dealt with Latin America in 57% of its foreign coverage; the Brazilian press mentioned Latin America in 46% of its foreign coverage.

CHART 2

THE "MENU" AND "DIET" OF FOREIGN COVERAGE IN THE LATIN AMERICAN PRESS